

A Message from Dr. Sol Lizerbram, President, Jewish National Fund-USA

This Rosh Hashanah, “If You Will it, it is No Dream.”

I have always cherished Rosh Hashanah as a time of hope, introspection, and new beginnings both physically and spiritually. It is when we think about all that we have done, and all that we continue to do for the people in our lives - in our homes, in our communities, and in Israel. It is when we rededicate ourselves to our purpose and mission as we strive to be a light unto others.

As we approach these Days of Awe, I would like to share several stories that have touched me, and I think will touch you too about the people you, Jewish National Fund-USA, and I have supported over the past year. I'm going to tell you about an inspiring young lady who's come home back to Israel; an incredible healthcare worker who has found a new way to connect with people and children with disabilities; an agricultural training center that's bringing hope and prosperity to developing countries; and a story of how Jewish National Fund-USA is creating a global culinary capital in Israel's north to feed the world.

On Rosh Hashanah, we read about the remarkable trials and triumphs that defined Abraham's life and a conversation he started with you and me 4,000 years ago. It's a conversation about staying true to one's mission and it's a lesson as old as the famous well he dug in the city of Be'er Sheva that you can still find today. Despite the scorching desert heat, the well contains cool freshwater year-round and is a powerful reminder that by digging a little deeper, we can continue to overcome any and all challenges that come before us.

While we face many challenges in the world today, Israel has become our rock of stability and well of



inspiration. Since 1901, you, your parents, and previous generations have continued a conversation with Jewish National Fund-USA that's building a brighter future for the land and people of Israel.

In years gone by, Jewish people made aliyah, “immigration to Israel,” to escape persecution. From fleeing the horrors of genocide in Europe, to breaking free from the clutches of Soviet tyranny, Jewish National Fund-USA and you have helped millions of our brothers and sisters find refuge in Israel. Today, the Jewish people are no longer running away - instead, they are running to Israel as they proudly make aliyah by choice thanks to the endless opportunities and promise that the “Startup Nation” offers as an economic, cultural, and technology powerhouse.

Over the last few months, Jewish National Fund-USA affiliate Nefesh B'Nefesh has seen a 100% increase in aliyah inquiries. They even helped 51 people make aliyah in June despite the fact they had to enter quarantine for two weeks upon arrival. For 22-year-old Ayelet Mintz, a recent olah, “immigrant to Israel” from Brooklyn, New York, her decision to start a new life and future in Israel made perfect sense.

Ayelet always felt a deep connection to the land and people of Israel. She said: “I made aliyah because I believe Israel is my home whether or not I was born here. I don't see myself living anywhere else in the world, and although I love to travel, this is where I want to create a life for myself.”

Motivated by a desire to help others, Ayelet works as a plant-based nutritionist and has a private practice specializing in mental health,
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Top left: Ayelet Mintz sees her future in Israel. Top right: Dor Nasimian cares for a resident in protective clothing at ALEH Negev. Center: The GCI by JNF logo is symbolic of the world-class culinary institute Jewish National Fund-USA is creating. Bottom: Students prepare to return to their respective countries with Master's Degrees in Plant Science, with an emphasis in Food Safety and Security.